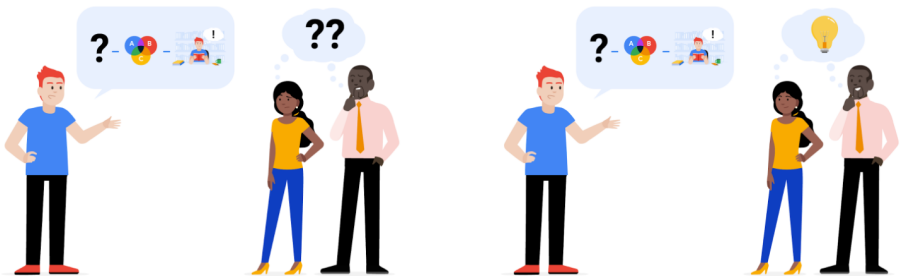


Building effective relationships

You just learned that up to 90% of a project manager's job is communication. Skills like negotiating, empathetic listening, addressing frustrations, asking open-ending questions, and trust-building will help foster good relationships between you and your customers. Effective project managers know how and when to apply these skills.



Reflect on these communication strategies in the context of a recent interaction you may have had, either with a customer or as a customer yourself.

If the interaction was positive, which communication skills do you think contributed to a beneficial solution?

If it was not a positive experience, which communication strategies might have created a better outcome?

Looking back, which of these strategies were used—or could have been used—to improve the interaction or outcome?